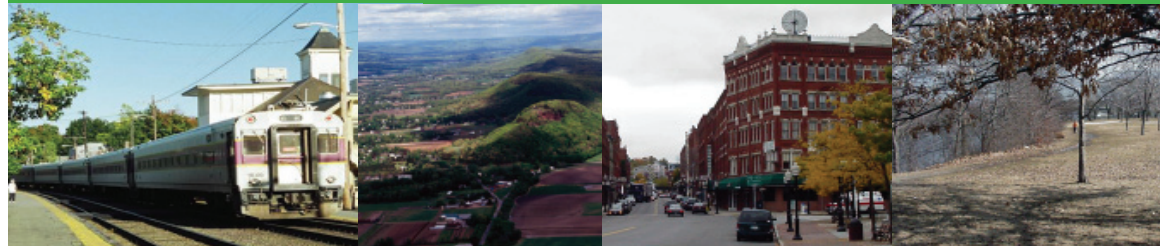
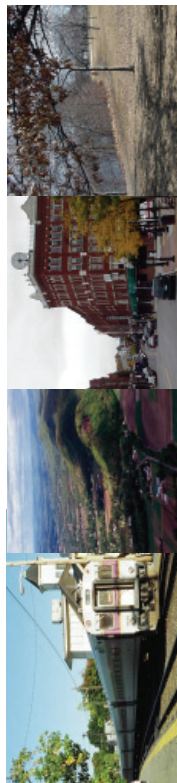


MA Chapter - American Planning Association  
P.O. Box 912  
Greenfield, MA 01302

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Governor Mitt Romney  
Lt. Governor Kerry Healey

## THE 2006 MASSACHUSETTS SMART GROWTH CONFERENCE

Friday, December 1, 2006  
*8:00 am – 4:00 pm*

Worcester DCU Center

Office for Commonwealth Development  
Department of Housing and Community Development  
Executive Office of Environmental Affairs  
Executive Office of Transportation  
Division of Energy Resources  
Massachusetts Chapter of the American Planning Association  
Urban Land Institute-Boston  
MassDevelopment

REGISTRATION DEADLINE: Wednesday, November 22, 2006

# The 2006 Massachusetts Smart Growth Conference

## Worcester DCU Center

December 1, 2006

8:00 am – 4:00 pm

- |               |   |
|---------------|---|
| 8:00          | Registration and Continental Breakfast  |
| 8:45          | Welcome and Opening Remarks   |
| 9:15          | Opening Presentation - <b>Julie Campoli</b> and <b>Alex MacLean</b><br>Authors, <i>Above and Beyond: Visualizing Change in Small Towns and Rural Areas</i> and the forthcoming <i>Visualizing Density</i> |
| 9:55 - 11:10  | Morning Workshops A1 – A6   |
| 11:20 - 12:35 | Morning Workshops B1 – B6   |
| 12:35 - 1:15  | Luncheon  |
| 1:15          | Presentation of Smart Growth Awards   |
| 1:30          | Keynote Speaker -- <b>Ed McMahon</b><br>Senior Research Fellow, Urban Land Institute  |
| 2:40 - 4:00   | Afternoon Workshops C1 – C6   |

The 2006 Massachusetts Smart Growth Conference  
is brought to you by:



The Commonwealth of Massachusetts  
Office for Commonwealth Development  
Department of Housing and Community Development  
Executive Office of Environmental Affairs  
Executive Office of Transportation  
Division of Energy Resources



MA Chapter of the American Planning Association



Urban Land Institute-Boston



MassDevelopment

## Smart Growth Conference Planning Committee

Executive Office of Environmental Affairs –2006 Conference Lead

Kurt Gaertner  
Eric Hove  
Jane Pfister

Office for Commonwealth Development

Jane Healey  
Robert Mitchell  
Tad Read

Department of Housing and Community Development

Toni Coyne Hall

Executive Office of Transportation

Todd Fontanella

Division of Energy Resources

Scott Durkee

Massachusetts Chapter of the American Planning Association

Peter Lowitt  
Christopher Skelly

Urban Land Institute-Boston

Tracy Smith

MassDevelopment

Anne Marie Dowd



Printed on 10% post-consumer recycled paper

### Session A-1:

#### RURAL SMART GROWTH – ACHIEVING HIGH(ER) DENSITY WITHOUT SEWER SERVICE

This session will discuss the realities of wastewater disposal using options including septic systems, shared septic systems, and package treatment. Information on the regulatory process associated with these options will be discussed as well as the ability of these systems to support smart growth outcomes such as cluster subdivisions or mixed-use town centers. Finally, the panel will present real world case studies from Cape Cod and Franklin County.

#### Moderator:

**Kurt Gaertner**, AICP, *Director of Sustainable Development*  
Executive Office of Environmental Affairs

#### Speakers:

**David Ferris**, *Program Director of Watershed Permitting*  
MA Department of Environmental Protection

**Pio Lombardo**, P.E., DEE, *President*  
Lombardo Associates, Inc.

**George Heufelder**, *Director*  
Barnstable County Department of Health & Environment

### Session A-2:

#### SMART GROWTH ZONING/CHAPTER 40R

This session will provide a brief overview and status report on 40R. It will cover how the process works and program activity to date. Participants will hear presentations on how specific communities and regions are already taking advantage of this Smart Growth tool. In addition, an update on the status of DHCD's forthcoming guidance on 40R Design Standards will be included. The discussion will include how to plan, publicize and build support for this zoning tool in your community.

#### Moderator:

**Don Schmidt**, *Director of the Smart Growth Zoning Program*  
Department of Housing and Community Development

#### Speakers:

**Lee Hartmann**, AICP, *Planning Director*  
Town of Plymouth

**Chris Curtis**, *Principal Planner*  
Pioneer Valley Planning Commission

**Steve Cecil**, *Principal*  
Cecil Group

Session A-3:  
FORM-BASED CODES: ZONING FOR THE FUTURE

Municipalities are adopting form-based codes across the country, removing barriers to concentrated, mixed-use, and walkable environments. In contrast to conventional zoning, with its orientation on uses and their segregation, form-based codes are concerned with the form of the public realm — the arrangement, massing and setback of buildings — rather than what goes on inside them. This session will provide critical background on best practices and leading form-based code models, with a special emphasis on implementation.

Moderator:  
**Anthony Flint**, *Public Affairs Manager*  
Lincoln Institute of Land Policy

Speakers:  
**Anthony Flint**, *Public Affairs Manager*  
Lincoln Institute of Land Policy

**Bill Dennis**, *Architect and Planner*  
B. Dennis Town & Building Design

**George Proakis**, AICP, *Chief Planner*  
City of Lowell

Session A-4:  
IMPACTS OF GROWTH ON WATER DEMAND

Sufficient water supply is critical to a community’s ability to grow. In this session, we will examine the effects of growth on available water supplies and will offer solutions from both state and local perspectives. Solutions include conservation, smart growth bylaws, water offsets and water reuse.

Moderator:  
**Kathleen Baskin**, *Director of Water Policy*  
Executive Office of Environmental Affairs

Speakers:  
**Martin Pillsbury**, *Manager of Regional Planning Services*  
Metropolitan Area Planning Council

**Duane LeVangie**, *Manager, Water Management Program*  
MA Department of Environmental Protection

**Alan Slater**, *Section Chief, Groundwater Permitting*  
MA Department of Environmental Protection

**Valerie Massard**, *Town Planner*  
Town of Plymouth

REGISTRATION DEADLINE: Wednesday, November 22, 2006  
*Early registration is encouraged because space is limited. No telephone registrations will be accepted. Please photocopy and mail a separate registration form for each person attending.*

Please enclose a conference registration fee of \$60 per person. If space remains, day of conference registration will be \$70.

The conference fee includes continental breakfast and buffet lunch.

Payment must be made by check payable to the Massachusetts Chapter of the American Planning Association.

Refunds will not be granted to anyone who registers but fails to attend the conference or who cancels after Wednesday, November 22nd.

Please mail this registration form and check to:

MA Chapter of the American Planning Association  
P.O. Box 912  
Greenfield, MA 01302

For more information or questions:

Email: [sgconference@state.ma.us](mailto:sgconference@state.ma.us)  
Phone: 617.626.1190  
Website: <http://www.mass.gov/envir/sgconf.htm>

REGISTRATION FORM

Name/Job Title

Organization/Company

Mailing Address

City State Zip

Telephone Ext.

Fax

Email

WORKSHOP REGISTRATION

To help us provide sufficient seating, please indicate below the breakout sessions you plan to attend.

MORNING WORKSHOPS (A)

[9:55 am - 11:10 am]

A-1:\_\_\_ A-2:\_\_\_

A-3:\_\_\_ A-4:\_\_\_

A-5:\_\_\_ A-6:\_\_\_

MORNING WORKSHOPS (B)

[11:20 am - 12:35 pm]

B-1:\_\_\_ B-2:\_\_\_

B-3:\_\_\_ B-4:\_\_\_

B-5:\_\_\_ B-6:\_\_\_

AFTERNOON WORKSHOPS (C)

[2:40 pm - 4:00 pm]

C-1:\_\_\_ C-2:\_\_\_

C-3:\_\_\_ C-4:\_\_\_

C-5:\_\_\_ C-6:\_\_\_

## General Information and Directions

### BY PUBLIC TRANSPORTATION:

Worcester's Union Station functions as an Intermodal Center servicing commuter rail (MBTA), Amtrak, and bus lines, both regional and private. For fares and schedules to and from Worcester, please contact the Massachusetts Bay Transportation Authority (MBTA) at 617-222-5000 or at <http://www.mbta.com>, Amtrak at <http://www.amtrak.com> or the Worcester Regional Transit Authority at <http://www.therta.com>. Located at 34 Washington Square, Union Station is approximately .4 miles from the DCU Center.

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### BY AUTOMOBILE:

#### FROM BOSTON:

Take Rt. 90 West (the Mass Turnpike West) to Exit 10 (Auburn). After the tollbooth, bear left at the fork. Take Rt. 290 East. Get off at Exit 16. Take a left at the end of the ramp (there is a light). At the 3rd set of lights (Worcester Center Blvd.) The DCU Center is on your left. The parking garage is on your right before the set of lights.

#### FROM CAPE COD:

Take Rt. 495 North. Get off at Exit 25B. Take Rt. 290 West. Get off at Exit 16. Take a right at the end of the ramp. At the 3rd set of lights (Worcester Center Blvd.) The DCU Center is on your left. The parking garage is on your right before the set of lights.

#### FROM LOWELL/LAWRENCE/HAVERHILL:

Take Rt. 495 South. Get off at Exit 25B. Take Rt. 290 West. Get off at Exit 16. Take a right at the end of the ramp. At the 3rd set of lights (Worcester Center Blvd.) The DCU Center is on your left. The parking garage is on your right before the set of lights.

#### FROM SPRINGFIELD AND WESTERN MASSACHUSETTS:

Take Rt. 90 East (the Mass Turnpike East) to Rt. 290 East. Get off at Exit 16. Take a left at the end of the ramp. At the 3rd set of lights (Worcester Center Blvd.) The DCU Center is on your left. The parking garage is on your right before the set of lights.

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### PARKING:

The recommended parking garage of the DCU Center is the Worcester Municipal Parking Garage located at 30 Worcester Center Boulevard on the corner of Worcester Center Boulevard and East Central Street off of exit 16 from Rt. 290. The Worcester Municipal Parking Garage is less than a 2-minute walk from the facility. For more information, please contact 508-792-0314. Parking prices range from \$1.00 to \$20.00 depending upon the event and time spent in garage.

Additional parking can be found at area lots and garages near the facility. Accessible parking spaces are located around the facility at designated areas. Daily parking rates are in effect.

## Session A-5:

### HIGHWAY DESIGN AND SMART GROWTH PARTNERS

This session addresses the critical relationship between transportation project planning, design, construction and the achievement of smart growth objectives. MassHighway recently released the *Project Development and Design Guide*, which outlines a context-sensitive approach to the development of transportation projects. This session will discuss the benefits of the Guide for communities and the implications for planners, builders, and local officials.

#### Moderator:

**Rob Garrity**, *Chief of Staff*  
Office for Commonwealth Development

#### Speakers:

**Luisa Paiewonsky**, *Commissioner*  
MassHighway

**John Pourbaix**, *Executive Director*  
Construction Industries of MA

**Beth Larkin**, *Vice President*  
HNTB Corporation

**Linda Dunlavy**, *Executive Director*  
Franklin Regional Council of Governments

## Session A-6:

### SMART GROWTH: REDUCING COMMUNITY ENERGY NEEDS AND PROTECTING THE CLIMATE

Today's development decisions determine a community's energy needs for decades. Since energy produced today emits pollution with a 100-year atmospheric lifetime, our development choices clearly have long term impacts. Innovative smart growth practices will reduce a community's future energy consumption and keep more dollars in the local and state economy. "Energy smart" decisions that focus on energy efficient neighborhoods (walkable and compact) and efficient buildings in the right places will improve the quality of life. This panel will focus on practical strategies for reducing the energy footprint of communities.

#### Moderator:

**Sonia Hamel**, *Special Assistant*  
Office for Commonwealth Development

#### Speakers:

**Carol Werner**, *Executive Director*  
Environmental and Energy Study Institute, Washington, D.C.

**Kim Lundgren**, *Northeast Regional Director*  
ICLEI USA

**Sonia Hamel**, *Special Assistant*  
Office for Commonwealth Development



## Session B-1:

### VIBRANT COMMUNITIES AND REGIONAL EQUITY

“Growing smart” includes a commitment to regional equity. Communities with a wide mix of housing types and a reputation for being open, inclusive, and diverse can reap substantial benefits in attracting people, jobs, and funding. This panel will explore real life examples of municipalities and neighborhoods that have embraced fair housing for reasons that go far beyond legal obligations.

#### Moderator:

**Marc Draisen**, *Executive Director*  
Metropolitan Area Planning Council

#### Speakers:

**Ginny Hamilton**, *Executive Director*  
Fair Housing Center of Greater Boston

**Joseph Porcelli**, *Founder*  
JP Neighbors for Neighbors

**Margaret Siciliano**, *Program Manager*  
City of Newton

**Marty Walsh**, *President*  
World of Wellesley

## Session B-2:

### SMART GROWTH IN THE COASTAL ZONE: COMMUNITY RESILIENCY

The attractiveness of oceanfront living is increasing development pressures along the coast. This in turn has increased the vulnerability of communities in the coastal floodplain to storm waves and surge, wind, and flooding from coastal storms. These storms can have devastating consequences potentially resulting in loss of life, property damage, and extensive environmental contamination. This session will provide information on planning, regulatory, and technical assistance tools to improve coastal floodplain management. The nationally recognized “No Adverse Impact” policy, examples of bylaws and associated performance standards, mapping and data tools, and funding opportunities will be discussed. A case study from Quincy will highlight a model coastal development program.

#### Moderator:

**Susan Snow-Cotter**, *Director*  
Office of Coastal Zone Management

#### Speakers:

**Rebecca Haney**, *Coastal Geologist*  
Office of Coastal Zone Management

**Richard Zingarelli**, *Hazards Mitigation Planner*  
Department of Conservation and Recreation

**Paul Armstrong**, *Principal and President*  
Armstrong Builders, Inc.

**Tony Losordo**, *Director*  
Quincy Housing Rehabilitation Office

## Session C-5:

### SUBURBAN TOD FOR SKEPTICS

Does Transit Oriented Development (TOD) really work around commuter rail in the suburban communities? You be the judge. Officials from three suburban communities will talk about how their communities have adapted their zoning for higher densities, mixed uses, and reduced parking requirements around their commuter rail stations and how the real estate market is responding.

#### Moderator:

**Tad Read**, *TOD Planning Manager*  
Office for Commonwealth Development

#### Speakers:

**Kathy Bartolini**, *Director of Planning & Economic Development*  
Town of Framingham

**Jim Robbins**, *Town Planner*  
Town of Westborough

**Steve Costello**, *AICP, Town Planner*  
Town of Norwood

## Session C-6

### HARNESSING RENEWABLE ENERGY: THE TIME IS NOW

Fuel costs and climate change are driving discussion in all sectors of our society. Integrated with prudent energy efficiency measures, harnessing renewable sources of energy provides municipalities with opportunities to substantially reduce energy dependence, assists in leveling their energy costs, and creates economic development. This session will focus on three actions: the Commonwealth’s plan for distributed generation renewable energy projects, a regional planning commission’s Renewable Energy Strategic Plan, and a case study showcasing an innovative mixed-use, cutting edge historic mill renovation that utilizes solar, hydro, and geothermal technologies.

#### Moderator:

**Scott Durkee**, *Sustainable Development Coordinator*  
Division of Energy Resources

#### Speakers:

**Josh Bagnato**, *Director of Renewable Energy Policy*  
Executive Office of Environmental Affairs

**Catherine Miller**, *Principal Planner*  
Pioneer Valley Planning Commission

**Jonathan Austin**, *Architect*  
Austin Architects

**Dennis Rice**, *Executive Director*  
Alternatives Unlimited Inc.

## Session C-3: STRATEGIES FOR DOWNTOWN REVITALIZATION

This session will discuss how to create and maintain healthy and vibrant downtown centers. It will provide a brief overview of Traditional Neighborhood Development — a key technique for creating high quality, mixed-use districts — and also cover Business Improvement Districts (BID), which can provide critical funding for re-investing in our centers. Come hear about successful projects including: the BID in Barnstable, the Gateway Park mixed-use development in Worcester, and Burlington's new Town Center zoning district.

### Moderator:

**Emmy Hahn**, *MA Downtown Initiative Coordinator*  
Department of Housing and Community Development

### Speakers:

**Eric Hove**, *Assistant Director of Sustainable Development*  
Executive Office of Environmental Affairs

**David Forsberg**, *President*  
Worcester Business Development Corporation

**Anthony Fields**, *AICP, Planning Director*  
Town of Burlington

**Cynthia Cole**, *Director*  
Hyannis Main Street—Business Improvement District

## Session C-4: VISUALIZING SMART GROWTH: NEW TOOLS FOR DECISION-MAKING

Many new tools and techniques are being used by planning professionals to help visualize change. These tools include 2-dimensional GIS maps and spatial analysis, imagery and photomontage, and 3-dimensional modeling with tools such as SketchUp®. Such visualizations help officials and voters picture proposed changes in order to arrive at better decisions and reach broad-based consensus. This session will highlight tools utilized for regional, municipal, and site specific planning.

### Moderator:

**Christian Jacqz**, *Director of MassGIS*  
Executive Office of Environmental Affairs

### Speakers:

**Gary Smith**, *Principal*  
Green Mountain GeoGraphics, Ltd

**Felipe Schwarz**, *AICP, Urban Planner*  
Vanasse Hangen Brustlin, Inc.

**Jessica Allan**, *Senior Planner*  
Pioneer Valley Planning Commission

## Session B-3: TRANSFER OF DEVELOPMENT RIGHTS – THE MASSACHUSETTS EXPERIENCE

This session will examine the use of the TDR method in Massachusetts, looking at the unique ways of using this tool for a variety of smart growth goals. Based on actual experiences in Massachusetts communities, the session will cover the elements of a workable TDR bylaw as well as lessons learned by those who have been involved in its use.

### Moderator:

**Robert Mitchell**, *FAICP, Special Assistant*  
Office for Commonwealth Development

### Speakers:

**Patty Daley**, *Esq., Director of Comprehensive Planning*  
Town of Barnstable

**Chris Curtis**, *Principal Planner*  
Pioneer Valley Planning Commission

**Michelle Collette**, *AICP, Planning Administrator*  
Town of Groton

## Session B-4: SMART PARKING FOR SMART GROWTH

This session will unveil state-of-the-art strategies for reforming local parking requirements to achieve smart growth goals while addressing concerns about parking adequacy. Parking consultant Jeffrey Tumlin will introduce six parking reform principles, using real world examples of their application. Town officials and architects on the front lines of parking reform in Massachusetts will then engage Jeff in a lively question & answer discussion about how to apply these principles in Massachusetts.

### Moderator:

**Tad Read**, *TOD Planning Manager*  
Office for Commonwealth Development

### Speakers:

**Jeffrey Tumlin**, *Principal*  
Nelson/Nygaard Consultants

**George Proakis**, *AICP, Chief Planner*  
City of Lowell

**Susanne Rasmussen**, *Director of Environmental and Transportation Planning*  
City of Cambridge

**Tim Love**, *AIA, Principal*  
Utile, Inc. Architects

**John F. Healey**, *Town Manager*  
Town of Middleborough

## Session B-5: ECONOMIC DEVELOPMENT TOOLS AND SMART GROWTH

Topics will include the new Expedited Permitting Program (Chapter 43D), controlling costs with green technology for building design and site improvements, and an approach to marketing industrial and commercial sites and buildings in four Massachusetts communities.

### Moderator:

**Laura Canter**, *Executive Vice President*  
MassDevelopment

### Speakers:

**April Anderson**, *Chief of Staff*  
Mass Department of Business and Technology

**Greg Roosevelt**, *Chief Operating Officer*  
Earth Pledge

**Joe Bevilacqua**, *President and CEO*  
Merrimack Valley Chamber of Commerce

## Session B-6: LINKING LAND CONSERVATION AND AFFORDABLE HOUSING PROJECTS

Protecting important conservation land and providing affordable housing are often among the most pressing priorities for communities in Massachusetts. This session will provide concrete examples of how communities in Massachusetts have been successful in combining these two priorities. Techniques include Open Space Residential Development and the innovative use of Community Preservation Act funds. A recent forum examined the challenges and opportunities of combining land conservation and affordable housing in the same project. The findings of that forum will be presented and used to foster discussion among attendees.

### Moderator:

**Elizabeth Krautscheid**, *Associate Deputy for Technical Assistance*,  
Department of Housing and Community Development  
(co-moderator with **Bob O'Connor**)

### Speakers:

**Susan Jones Moses**, *Planning Consultant*  
Susan Jones Moses and Associates

**Bob O'Connor**, *Director of Land and Forest Conservation*  
Executive Office of Environmental Affairs

## Session C-1: SMART GROWTH ADVOCACY

This session will present examples of innovative advocacy strategies from local, regional, and state initiatives that have increased acceptance of smart growth. Attendees will learn about innovative transferable approaches to coalition building, education, community visioning, and achieving consensus. Through success stories and a discussion of lessons learned, this panel will provide approaches that can help build the support needed to develop good projects or pass regulatory changes.

### Moderator:

**Kristina Egan**, *Executive Director*  
Massachusetts Smart Growth Alliance

### Speakers:

**Susan Jones Moses**, *Smart Growth Circuit Rider*  
Essex County Foundation

**Maggie Super-Church**, *Executive Director*  
Groundwork Lawrence

**Daniel Fortier**, *AICP, Town Planner*  
Town of Dennis

## Session C-2: CLUSTER ZONING DIAGNOSTIC: WHAT'S WRONG AND HOW TO MAKE IT RIGHT

Many Massachusetts communities have cluster zoning, yet relatively few cluster subdivisions are built. The presenters will identify the most common barriers to realizing quality open space residential development including special permit requirements, lack of flexibility, and large minimum parcel sizes. Strategies for developing user-friendly and effective zoning will also be covered. Audience members should bring prepared questions on their local cluster bylaw for discussion and troubleshooting.

### Moderator:

**Kurt Gaertner**, *AICP, Director of Sustainable Development*  
Executive Office of Environmental Affairs

### Speakers:

**Nathan Kelly**, *AICP, Project Manager*  
Horsley Witten Group

**Jeffrey Rhuda**, *Business Development Manager*  
Symes Development LLC

**Andrea Cooper**, *Smart Growth Coordinator*  
Executive Office of Environmental Affairs